



Proudly Present
QUALITY CUSTOMER SERVICE
“Quality Customer Service - Miles to Smiles”
HRDC Claimable

**Being on par in terms of price and quality only gets you into the game.
Service wins the Game**

- TONY ALESSANDRA

Organizations go to great lengths to differentiate themselves from one another, usually at much expense. In reality, it is often their service culture that has one of the biggest impacts on customers and helps a customer decide whether or not to do business with the organization.

Most businesses lose their customer every day because of bad service and others gain them due to better service. Smart executives know that customer service development is an on-going process. To deliver effective customer service, an organization needs to seriously commit to and invest in their employees who manage the customers. But where do we start! What makes Customer Service Professional? Also one of the aspects of customer service which is often overlooked is how the customer is handled when things go wrong. How you recover with a customer is critical to building customer loyalty and customer retention. Avoid turning dissatisfied customer into an angry one!

Objectives

Upon completion of this programme, participant will be able to:

- Apply Quality principles in Customer Service
- Mentally prepared & focused in handling customers
- Create good first impressions & build rapport with customers
- Manage Customer Experience
- Understand the needs of customers
- Sound confident and helpful.
- Use effective questioning to understand customer expectations
- Recognize barriers to the delivery of outstanding customer service.
- Learn techniques for dealing with angry or upset customers.

Learning Outcomes

At the end of this programme, participant will have gained the following knowledge and learning and be able to:

Apply good & effective Quality Service Mindset.
Would be tactful in managing clients and customers.
Improve soft skills and confident level in engaging customers.

Learning Methodology

An interactive and practical approach incorporating group discussions/exercises, presentations and role plays.

Designed For

Managers, Executives, Customer Service Personnel, Sales & Marketing Personnel, Clerks, Supervisors, Officers and all those who need to handle customers.

Programme Outline

Day 1

Module 1: Quality Leading the Way

- The Meaning of Quality
 - *Defination on Quality*
 - *DO We Really Need Quality Work ?*
- Benefits of quality
- Cost of Quality
- Reducing the Cost of Quality

Module 2: Understanding Expectations

- Clarifying Roles & Objectives
 - *Understanding your Role in an Organization*
 - *What do You WANT & WHAT Organization WANTS from YOU*
- How do I determine My Customer?
 - *Who are my Customers ?*
 - *Are Customers Really Important ?*
- Customer Common Complaints
 - *Why Customers Complain? Because They Like To?*
 - *What Types & Levels in Customer Complain?*
 - *How to Escalate the Issue before Matters Erupt*
- Customer Requirements/Expectations
 - *6 Customer Expectations*
 - *How to Review & Manage Customer Expectations*

Module 3: Managing Yourself– Developing Service Mindset

- Communication & Perceptions
- Mental & Emotional Preparations
- Fixing & Preventing problem
 - *How to Effectively Communicate to Customers*
 - *Managing your Mental & Emotion Stress*
 - *Fixing the Problems Upfront*

Day 2

Module 4 : Managing Customer Experiences

- Identifying the MOT of service
- Building Rapport & Projecting Credibility
- Positive Vocabulary/ Choice of Words
- Questioning Techniques
 - *How to Identify Moment of Truth in Service*
 - *Using MOT Method to fix issues upfront*
 - *Usage of Positive Words in Negative Situations*
 - *Questioning Style (Open - Probing - Closed Q)*

Module 5 : Recovering when Things Go Wrong

- Turning complaints into opportunities
- Handling Customer Complaints
- Guidelines for Handling Angry Customer
 - *Treating Complaints as form of Improvements*
 - *Step by Step Guidance on Dealing with Complaints*

Module 6 : Improvement Strategy

- Develop Action plan – Service Pledge

Administrative Details

Duration:

2 days

Time:

9:00 a.m. – 5:00 p.m.

Trainer Profile

Sathiesh Sangarajoo

- BEng(Hons) in Engineering
University of Lincolnshire & Humberside, U.K.
- Certification in Training(Train The Trainer)
Pembangunan Sumber Manusia Berhad

Sathiesh has extensive 17 years of working experience in Telecommunication and Semiconductor /Manufacturing industries. He assumed positions as Head of Customer Service and Network Technology Division Engineer. Been exposed to training in Managing Customers' Complaints & Recovery Process, Sweden and Subscription Handling for Call Center as well as Call Center Service Overview, Spain. Some of the portfolios that he has undertaken during his tenure includes: - Conducting Customer Satisfaction Surveys, Implementing Quality Initiatives, Team Engagement & Empowerment, Induction Programs, Writing Policies & Procedures, Creating and Implementing Change Management plans.

He strongly believes in People Management Practices and Learning & Growth principle as being one of the key elements for organisations to succeed. He is passionate in making a difference in participants' learning through his personalized, practical and dynamic approach to make training an enjoyable and valuable experience. Sathiesh has effectively helped organizations and its people improve performance through training and consultancy in the areas of Leadership, Customer Service, Project Management and Personal Development.

Participation Registration & Fee

Participation Fee: **RM 2,088.00** per person (2 DAYS)
HRD Corp Claimable Courses

(Fees inclusive of certificate of attendance, welcome morning coffee, 2-tea break and 1-luncheon.)

*In-House Training can be organised upon request.

We have limited seats! Register Now!

To register, email to marketing department at mytrain2@mytrainingmalaysia.com
Registration via online can be done thru our website at www.eliteedge.com.my

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